

WinACC

Winchester Action on the Climate Crisis

# Strategy 2025-2030

Working for a better future

# Winchester is ready for change

## The time is now!

Looking forward to 2030 we know that the next 5 years are critical for ramping up the scale and impact of climate action.

Winchester Action on the Climate Crisis (WinACC) is uniquely placed to lead our local response to the challenge.

We have, over many years, built strong relationships with organisations and communities across the whole district. Our track record in catalysing action and delivering innovative projects means we have the expertise and experience to make a real difference.

**64%** of the Winchester population support a move to net-zero*

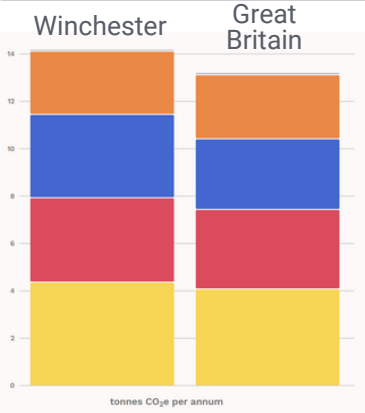
**70** WinACC partnerships with other organisations

**89%** of residents would be happy to see local renewable energy generation*

**68%** of Winchester carbon emissions come from transport and buildings**

*www.localintelligencehub.com

**www.impact-tool.org.uk




Graph comparing the per-household consumption footprint of Winchester households with the GB average household. Taken from IMPACT Community carbon calculator: www.impact-tool.org.uk



**Ben Yarnall**
Chair of Trustees

"By staying engaged with groups like WinACC, you can be part of the response to the climate crisis and make it clear that sustainable change is a priority for you."

# Our strategy 2025-2030

To urgently drive systemic change to achieve a net-zero carbon Winchester area with communities and decision makers.



## The way forward:

- sharing zero-carbon solutions and expertise to enable local change
- connecting people and partners to accelerate impact
- inspiring and enabling people to care about climate change and act.

Our approach is to create enabling conditions for change.

## What do we mean by 'systemic change'?

WinACC sees systemic change as **tackling the causes** of complex problems, not just the surface issues. It's about understanding how everything is connected—people, ideas, power, values, and decisions. Instead of quick fixes, it's about creating **deep, lasting change.**

# Solutions in action...

We will share solutions and expertise to enable local change.

Making buildings warmer, cooler and greener.

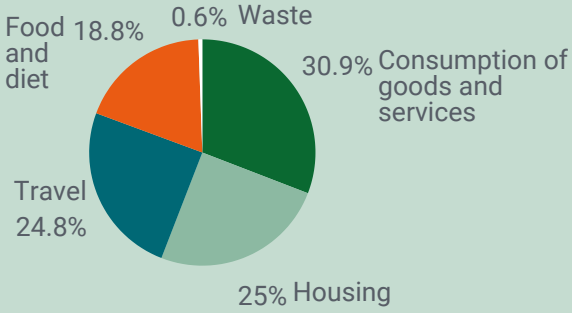
Increasing local renewable energy generation.

Calling for future ready, people first, transport systems.



We want to focus on transformation of local activities that will have the biggest impact in tackling the climate crisis.

Emissions breakdown per household of Winchester residents. Taken from Impact community carbon calculator 2025 www.impact-tool.org.uk



# ...to shape the future

We will connect local voices and expertise to accelerate change.




## Building strategic partnerships.



## Recruiting expertise in decarbonisation.



## Leading the local community to prioritise climate action.





## Connecting local voices with district, regional and national decision makers.

# Local action powered by communities

We will inspire and enable communities and organisations to care about climate change and act.

Mobilise a movement for change

A bigger voice

Inspiring action

Climate leadership

WeCAN

Growing the influence and impact of the WeCAN network.

Having impact on climate learning, energy, circular economy, transport and biodiversity.

WinACC

Growing our WinACC membership numbers to support action.

Engage our membership to promote advocacy and action and to help sustain our organisation.

# Our values

Welcoming, creative, positive.

Evidence based, challenging, honest.

Outside party politics, professional, collaborative.

Ambitious that the deep changes required can be achieved.

Aware that climate change relates to and impacts all areas of life on earth.

# Our approach

We will use a positive tipping points approach.

Creating enabling conditions for change.

Reinforcing positive feedback loops.

Identifying triggers for change.



www.winacc.org.uk

# Success will look like...

- working in partnership leading to reduced carbon emissions
- 10% of households in the local area making progress towards warmer and greener homes by using less energy
- 10 new large scale solar farms in the Winchester area achieved through strong partnership working
- engaged communities taking climate action and using their voice for change
- foundations for a people first transport system by connecting local voice and those leading modal shift
- change agents - we see more people in roles that take action and influence change.



# Join in!

www.winacc.org.uk

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